



GOVERNOR ARNOLD SCHWARZENEGGER

PROCLAMATION

Arts and culture enhance every aspect of life in California, improving our economy, enriching our civic life and exerting a profound influence on the education of our children

The arts also strengthen California's economy by generating \$5.4 billion in economic activity annually, supporting more than 160,000 full-time jobs and generating nearly \$300 million in local and state revenue. Exhibition and performance of the arts provide a catalyst for economic growth, cultural tourism and community development.

Among our children, the arts promote positive social development and encourage exploration and creativity. Exposure to the arts improves academic skills essential for reading and language development and helps all California children lead richer, fuller lives.

On California Arts Day, we celebrate our state's artistic heritage and the role of the arts in facilitating communication across our diverse cultures. Together with others throughout the country, we recognize October as Arts and Humanities Month and continue our efforts to promote arts education and appreciation.

NOW, THEREFORE, I, ARNOLD SCHWARZENEGGER, Governor of the State of California, do hereby proclaim October 1, 2004, as "California Arts Day" and October 2004, as "Arts and Humanities Month."

IN WITNESS WHEREOF I have here unto set my hand and caused the Great Seal of the State of California to be affixed this 14th day of September 2004.

Arnold Schwarzenegger
GOVERNOR OF CALIFORNIA

Attest:

Kevin Shelley
SECRETARY OF STATE